



Yellow Cabs Start Running Tomorrow



The Yellow Cab Service, which starts running tomorrow, marks a new era in Memphis public conveyances. It places the taxicab within the reach of the most modest purse.

"I can't afford to ride in a taxi," can no longer be offered as an excuse for tardiness, for failure to keep an appointment, catch a train or do any of those things which a specialized transportation service makes easy.

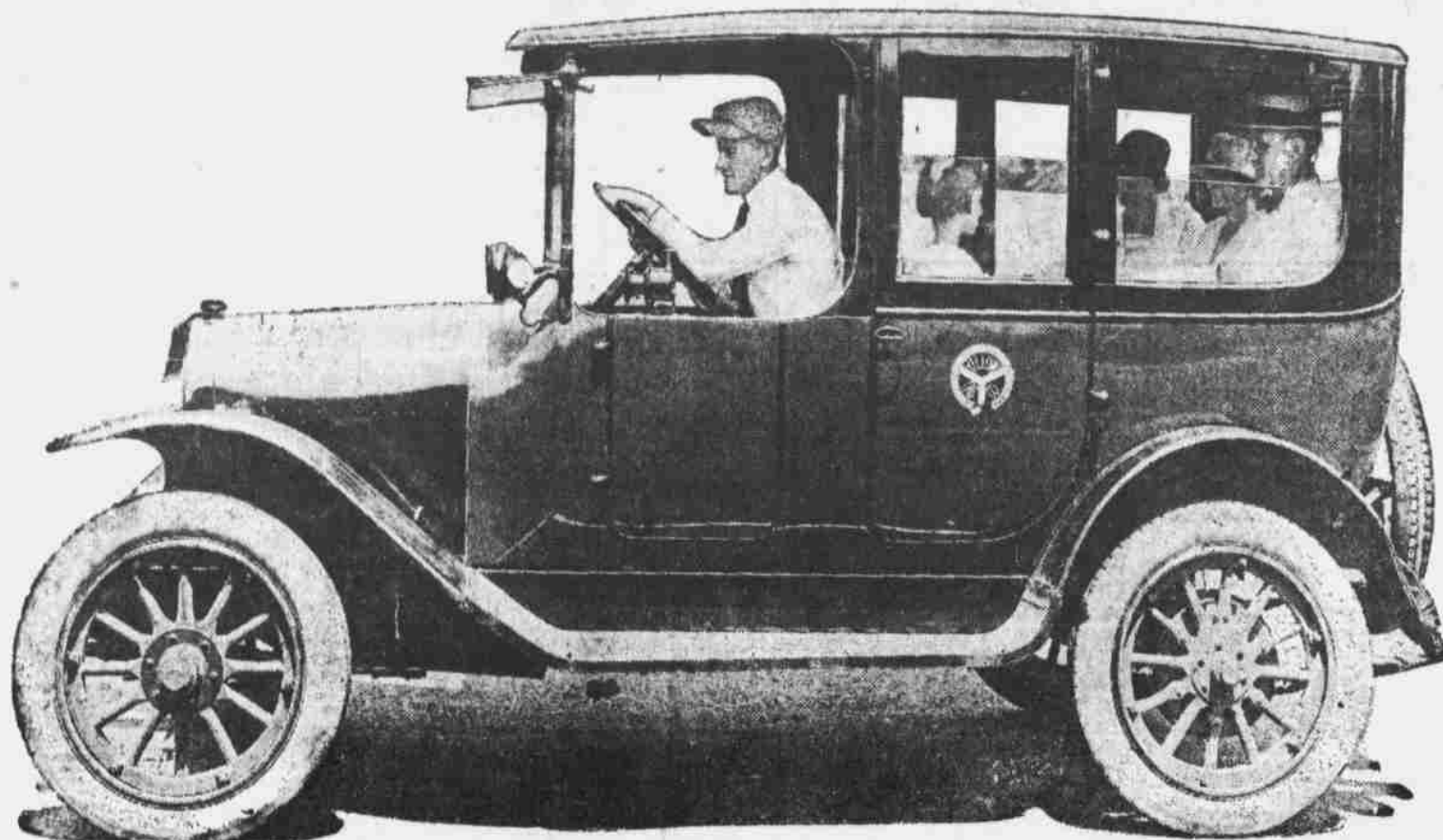
No arguments over fares either before or after riding. A special fare meter tells you as well as the driver exactly what you owe.

No charge for time consumed in sending for you within city limits. You pay only for mileage covered after you get into the cab.

We guarantee prompt and efficient service, as we employ only courteous, gentlemanly drivers who come to us with first-class credentials.

THE CAB THAT TOOK THE TAX OUT OF TAXICAB

When you figure first cost, wear and tear, upkeep and breakdowns, oil, gasoline, insurance, accidents, thefts, license and a few other sundry details of owning and running your own car you will find that it is far pleasanter and more economical to call a Yellow Cab when you want auto service.



Ladies and children can ride in our cars with a feeling of the same perfect safety, protection and seclusion of the privately owned car.

While the same equipment and service is used that have made Yellow Cabs famous in many of the large Northern and Western cities, our company is strictly a Memphis concern, supported entirely by local capital. Note officers below.

RATES

FIRST PASSENGER
30c first one-third (1-3)
mile. 10c each additional
one-third (1-3) mile.
Additional Passengers—
30c each for entire trip.
Hand Baggage Carried
Free.

It is Cheaper to Ride in a Yellow Cab Than to Own Your Own Car

YELLOW CABS CAN ALWAYS BE FOUND AT OUR STAND, MONROE AVENUE AT THIRD ST. PHONE M. 1105.

Yellow Cab Company

W. W. HOSTEAD, Pres. and Gen. Mgr.
HARRY C. JOHNSON, Vice-Pres.

He Profits Most Who Serves Best

A. L. TATE, Sec. and Treas.
A. R. REDBURN, Supt.

RATES

Steamer and Light
Trunks—30c each entire
trip.

HOURLY RATE

\$3.00 per hour; all hour
runs must be arranged
through office.

TRIO DISAPPEARS ON FISHING TRIP

Failed to Return With Others.
Feared They May Have
Caught Sight of a Fish.

LOST—Three alleged fishermen, somewhere in Arkansas. When last seen they were evidently in a great hurry to beat home another car. It is not known whether they ran out of gasoline or were floundered in the heavy mud following a cloud-burst. At any rate they have not to put in an appearance in Memphis. Finder will kindly notify the sporting department of the News Scimitar. Fishermen answer to the names of John Reas, Louis Burchart and Pete Gianni.

The above advertisement was to be printed in the News Scimitar this day and date but fearing for the safety of the men and realizing that much more prominence could be given the strange disappearance of the trio it was decided to display the yarn on the sporting page instead.

The story is short and simple. It seems that after a hot day's work two cars started at a point 50 miles from Memphis at 6 o'clock, the sun being still

much in evidence. One of these cars was a Ford and two of the occupants were Coyle Shea and Paul Green. The other car was of a different make entirely and was reputed to be quite a gas buggy.

The Ford was off first in search of gasoline and the other auto was to follow in quest of the same thing. At Seyppel, Ark., where the Ford was located, the Ford stopped for food and refreshments but the Green Dragon was not heard from.

"They must have taken another road," opined Paul Green as he cranked the Lizzie.

And at about that same time the first of three terrific rainstorms struck the party head-on. But the little old Ford rambled right along.

Ford Comes Home.

By 9 o'clock the Ford was in Memphis with its passengers well drenched but happy. The road had been lost three times and such points as Little Rock, San Francisco and St. Louis had been touched on the trip.

Through the still watches of the night police combed the neighboring towns in search of the lost car. But alas, nothing was to be found.

The hunt was maintained through Friday morning but up to the moment of side kicking to press nothing definite has been heard. It is feared that they either may have sunk in the buckshot or may have caught sight of a fish. If they did it was more than they saw Thursday.

Pete Gianni made threatening gestures at catching one about 10 a. m. but failed miserably. It seems that Pete hooked a heavy log and started pulling with all the power of his 160-pound frame. At any moment he ex-

pected anything to hop up from a drag-

net to a whale.

John Ross sat in a nearby boat and

chuckled.

"Oh, John," cried Pete in an excited

tone, "I've got some fish now."

"If that's a fish he must have legs

from the way he's holding on to the

bottom," retorted Ross. "Turn that

log loose."

The finny tribe slept peacefully

through the day, being undisturbed, and

Paul Green did the same thing.

In case readers hear of the return of

the three pilgrims, anxious friends will

appreciate immediate information.

Attaboy!

By Coyle Shea

GOLFING FEAT.

Slipping over a two on a 430-yard hole isn't being done too regularly these days, but just such a stunt was pulled off the other afternoon at Westward Ho by Ralph Penn.

Penn drove 235 yards and his midiron second put him on the green.

When Ralph picked out his putter he couldn't find any ball to putt.

Presently his partner peeped into the cup and found it.

GOLF TOURNEY AT THE COLONIAL

Play for President's Cup Will
Be Started Saturday
Afternoon.

Another tournament will start at the Colonial Country club Saturday, viz: the fourth play for the president's cup

which was donated by the late George T. Brodnax. It is a very handsome silver cup, won twice by T. H. Gideon and once by Meacham Stewart. Handicap play will prevail. There will be prizes for low net and low gross score qualifying round. The participants will be paired off as they arrive at the club during the afternoon.

The play for this cup has always created a great deal of interest on account of its value and beauty. A large entry list is expected. The course is now in magnificent shape and some good scores will likely be turned in.

Tax penalties are much higher than borrowed money. Don't let them catch you.

Read News Scimitar Wants

Pelicans Win In Thirteenth Round Over Travelers

NEW ORLEANS, Aug. 2.—Bacon's had throw to the plate on Knapp's grounder in the thirteenth inning, coming on the heels of Deberry's triple, broke up a pitching battle between Karr and Lee here Thursday afternoon and gave New Orleans the first game over Little Rock, 4 to 3. Lee had hurled a remarkable game, striking out 15 men and allowing only five clean hits and only one earned run. Errors by Hubert and Fiedler were directly responsible for two of the runs made by the visitors.

Colorado-Utah Rockies

Summer Land of snowy Peaks



Plan to take your vacation in the heart of the Rockies. Camping out, fishing, and other wilderness joys.

Here are two National Parks, six National Monuments and more than twenty million acres of National Forests.

Hundreds of miles of spectacular motor highways.

Thousands of summer hotels, lodges, ranch resorts and camp sites.

Trout streams and lakes full of game fish. Bright wild flowers up to snow line.

Within the boundaries of Colorado alone are forty peaks, more than 14,000 feet high. Utah possesses a number of lofty mountain ranges, deep canyons, and the Great Salt Lake.

Summer Excursion Fares

Ask for the booklets you want. They describe Colorado and Utah Rockies, the two National Parks—Rocky Mountain and Mesa Verde—also the six National Monuments.

Ask the local ticket agent to help plan your trip—or apply to nearest Consolidated Ticket Office—or address nearest Travel Bureau, U. S. Railroad Administration, 646 Transportation Bldg., Chicago; 141 Liberty Street, New York; 602 Hestley Bldg., Atlanta, Georgia.

UNITED STATES RAILROAD ADMINISTRATION

Consolidated Ticket Office

50 N. Main St.
Memphis, Tenn.

Snappy Furnishings For Men

When you see our line of furnishings you will agree that it is the most complete and moderately priced in town. We take a particular pride in this department and carry everything a man need wear, from Sox to straw hat. There is no item so important to man's dress as good furnishings. No matter how fine the suit or overcoat, unless his furnishings are right his dress is incomplete. Let us show you tomorrow.



Many Good Summer Suits
In All Materials

\$15 to \$50

The Man's Store of Memphis.

Golden Eagle Clothing Co.

61 SOUTH MAIN ST.